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# Communication materials

## 2025



**RESTART**

RESTART Project

REhabilitative Sport contributing To  
Addictions Recovery Treatments



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# 1. Introduction

This document presents the key digital communication strategies developed within the framework of the RESTART project (*REhabilitative Sport contributing To Addictions Recovery Treatments*), funded by the European Union. Specifically, it details the creation and promotion of the project's official webpage and the launch of a dedicated Instagram profile, which serve as core tools for public outreach and dissemination.

The RESTART project, formed by five partners from Spain, Italy, Portugal and Austria, aims to promote the practice of rehabilitative sport in therapeutic services for people suffering from traditional and modern digital addictions.

The project also seeks to raise awareness of the benefits of physical activity in addiction recovery, develop innovative training tools, and strengthen intersectoral collaboration among health, social, and sport professionals.

In this context, the project's communication strategy plays a fundamental role in:

- Disseminating information about the objectives, activities, and outcomes of RESTART to stakeholders and the public.
- Promoting community engagement and visibility through digital channels.
- Sharing good practices and educational resources across sectors and countries.

The following sections provide a detailed overview of the RESTART website and Instagram profile, including access information, content structure, creation process, and current dissemination outcomes.





## 2. Project Website

### 2.1 Access and URL

The RESTART project webpage is publicly accessible at:

<https://www.fundaciohospitalariessantboi.org/docencia-recerca-innovacio/projecte-restart>

It is hosted on the institutional website of Fundació Hospitalàries Sant Boi and can be viewed from both desktop and mobile devices.

#### Device compatibility:

The site is optimized for desktop browsing and is also accessible from smartphones and tablets.

While not fully responsive, its structure remains readable and navigable across different screen sizes.

Text and content are displayed clearly on mobile screens, although some interface elements (e.g., side menus) may require horizontal scrolling.

#### Browser accessibility:

Compatible with standard web browsers (Chrome, Firefox, Edge, Safari).

The page loads quickly and maintains stable formatting across platforms.

#### Accessibility and inclusivity:

The website meets basic accessibility standards, including font clarity and color contrast.

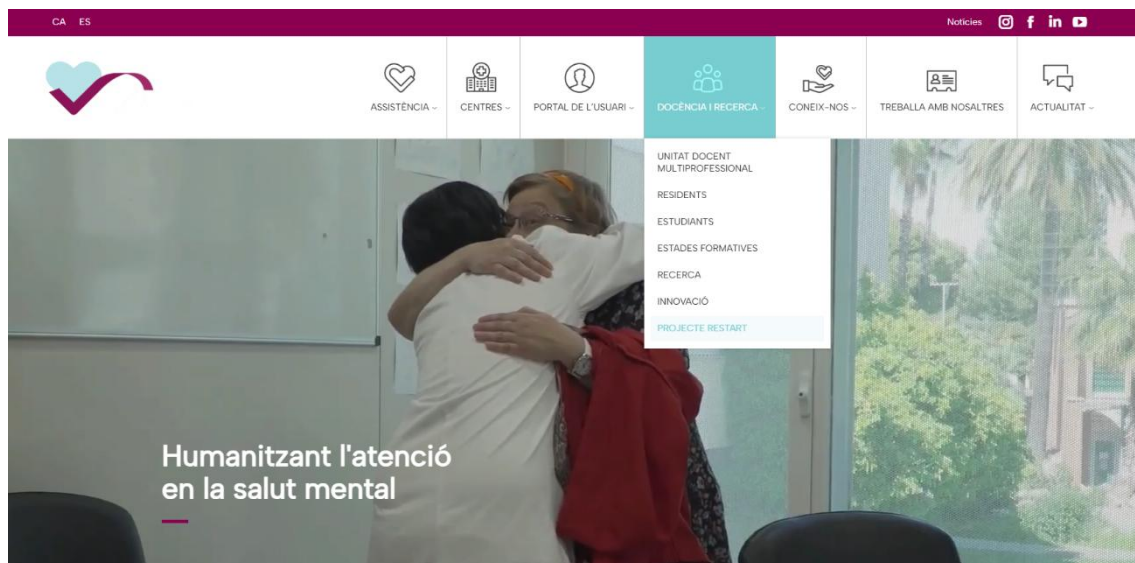
The design supports public access but does not yet include advanced accessibility features such as screen reader compatibility or font scaling tools.

This setup ensures visibility of the RESTART project information for a broad audience, including healthcare professionals, researchers, and the general public.

### 2.2 Development and Structure

The RESTART project webpage has been developed as a dedicated multilingual section within the institutional website of *Fundació Hospitalàries Sant Boi*. Instead of using an external content management system (e.g., WordPress or Wix), the project page is fully integrated into the foundation's digital infrastructure, under the domain:

<https://www.fundaciohospitalariessantboi.org>



This approach ensures alignment with the foundation's branding and strategic communication goals while providing a stable, well-maintained hosting environment.

#### Multilingual access:

- The RESTART page is available in Catalan, Spanish, and English, reflecting the project's European scope and commitment to accessibility.
- Users can switch languages via the top-right menu on the site's interface.
- All major content—including project description, partner institutions, and event documentation—is fully translated across the three languages.

#### Structure and contents:

- The layout is clear and user-friendly, with a scrollable format and side navigation.
- The page includes:
  - A comprehensive description of the project: goals, methodology, target population.
  - Details about the European partners involved.
  - Information on EU funding and project duration.
  - Updates on project activities, especially the international workshops held to date.

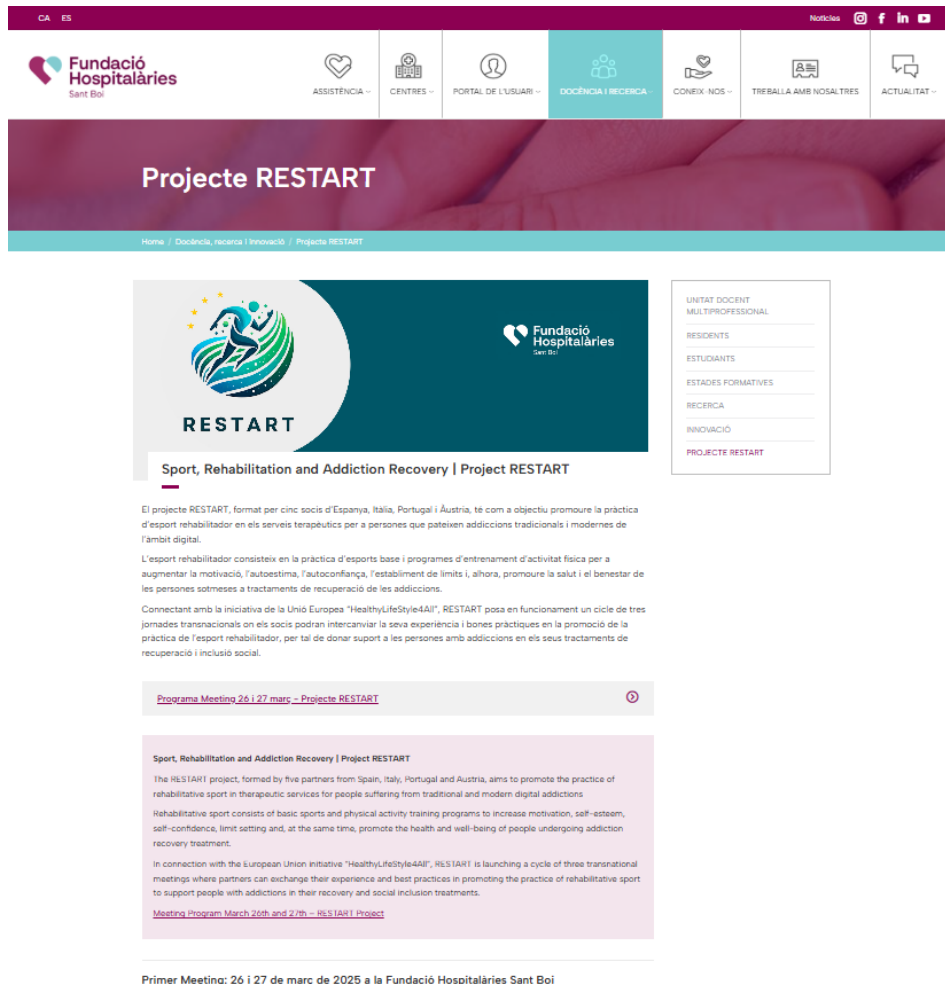
#### Workshops section:

- The webpage documents the two transnational workshops carried out so far:
  - Includes photo galleries, video recordings, and downloadable presentations.
  - Each event is described in detail, including objectives, participants, and outcomes.





- This section provides valuable visibility to the project's implementation and serves as an archive of knowledge exchange.



The screenshot shows the Project RESTART website. At the top, there is a navigation bar with language options (CA, ES) and social media links. Below this is a header with the Fundació Hospitalàries Sant Boi logo and a menu with icons for ASSISTÈNCIA, CENTRES, PORTAL DE L'USUARI, DIOÈNCIA I RECERCA (highlighted), CONEIX-NOS, TREBALLA AMB NOSALTRES, and ACTUALITAT. The main banner features the Project RESTART title and a background image of hands. Below the banner, there is a section titled 'Sport, Rehabilitation and Addiction Recovery | Project RESTART' with a detailed description in Catalan and English. The English text describes the project's goals, its structure, and its connection to the European Union initiative 'HealthyLifestyle4All'. A sidebar on the right lists various categories: UNITAT DOCENT MULTIPROFSSIONAL, RESIDENTS, ESTUDIANTS, ESTADES FORMATIVES, RECERCA, INNOVACIÓ, and PROJECTE RESTART (highlighted). At the bottom, there is a section for 'Primer Meeting: 26 i 27 de març de 2025 a la Fundació Hospitalàries Sant Boi'.

### Management and maintenance:

- The content is curated by the communication and research teams of *Fundació Hospitalàries Sant Boi*, in collaboration with project coordinators.
- Web maintenance and updates are supported by the institution's in-house IT team, ensuring technical consistency and up-to-date content.

## 2.3 Main Sections

The RESTART project webpage is structured into clearly defined and accessible sections, available in Catalan, Spanish, and English. This multilingual approach ensures broad accessibility for a European and international audience. Below is a detailed overview of the main sections:

### About the Project

- Offers a comprehensive introduction to the RESTART initiative, co-funded by the European Union.
- Describes the project's mission: to support the rehabilitation and social reintegration of people living with addictions—including both substance use disorders and behavioural addictions—through structured, inclusive sport-based interventions.
- Emphasises the human rights perspective, the role of physical activity as a recovery tool, and the focus on community inclusion.

### Objectives and Partners

- Presents the main objectives of the project, including:
  - Enhancing physical and emotional well-being through inclusive sports.
  - Supporting recovery pathways for people with addictions through innovative methodologies.
  - Encouraging intersectoral collaboration between health, social care, and sport organisations.
  - Developing transferable tools for professionals working in rehabilitation settings.
- The project is coordinated by:
  - Fundació Hospitalàries (*Spain*).
- And implemented in collaboration with:
  - Club Deportivo Básico Sanatorio Marítimo (*Spain*).
  - Lebenswelten der Barmherzigen Brüder – Steiermark (*Austria*).
  - Instituto São João de Deus (*Portugal*).
  - Provincia Italiana della Congregazione delle Suore Ospedaliere del Sacro Cuore di Gesù (*Italy*).

Each partner brings complementary expertise in mental health care, psychosocial rehabilitation, sports therapy, and cross-sectoral innovation.





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## Partners

### Club Deportivo Básico Sanatorio Marítimo – SPAIN

Calle José García Bernardo, 708  
33203 Gijón  
**Spain**  
Tel.: +34 985362311

### Instituto S. Joao de Deus – PORTUGAL

Rua Sao Tomas De Aquino 20  
1600-871 Lisboa  
**Portugal**  
Web: <https://www.isjd.pt>  
Tel.: +351217213300

### Lebenswelten Der Barmherzigen Bruder · Steiermark – AUSTRIA

Johannes Von Gott-Straße 12  
8047 Kainbach Bei Graz  
**Austria**  
Web: <https://www.kainbach.at>  
Tel.: +43316301081

### Provincia Italiana Della Congregazione Delle Suore Ospedaliere Del Sacro Cuore Di Gesu' – ITALY

Via Urbisaglia  
00183 Roma  
**Italy**  
Web: <https://www.ospedaliere.it>  
Tel.: +390736987113

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Amb la col·laboració de:



Generalitat de Catalunya  
**Departament de Salut**



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## Workshops and News

- Documents the international workshops held as part of the project implementation:
  - Includes full descriptions, agendas, and summaries of each session.
  - Provides access to photo galleries, videos, and PowerPoint presentations used during the events.



Primer Meeting: 26 i 27 de març de 2025 a la Fundació Hospitalàries Sant Boi

[Llegeix la notícia del primer Meeting del Projecte RESTART](#)



Two days of inspiration and international collaboration at the first Meeting of the RESTART Program.

This week we hosted the first meeting of the RESTART project, coordinated by Fundació Hospitalàries Sant Boi and formed by five teams of professionals from Austria, Spain, Italy and Portugal, with the aim of promoting the practice of rehabilitative sport in therapeutic services for people with addiction problems.

Funded by the European Union, the project sets up a cycle of three transnational conferences where the partners can exchange their experience and good practices.

In this first meeting, with the support of the Department of Health of Generalitat de Catalunya, we have exposed projects and initiatives with which we enhance our commitment to physical activity as a key element in the recovery process of people with substance addictions.

Thanks to all participants and collaborators for your involvement and effort. We will keep working together to promote sport as an engine of transformation and wellbeing.



- This section serves as a living archive of project milestones and showcases good practices in knowledge exchange across countries and disciplines.



### Resources

- Contains educational and visual materials related to RESTART activities.
- Currently focuses on materials from past workshops (e.g. presentations, promotional videos).
- Designed to grow into a repository of practical tools, guides, and methodologies for:
  - Healthcare professionals.
  - Sports facilitators.
  - Institutions seeking to implement sport-based rehabilitation programmes.

### Contact Section

- Provides up-to-date contact information for the coordinating entity (Fundació Hospitalàries Sant Boi).
- Includes postal address and email for inquiries and institutional contact.
- Promotes collaboration with other stakeholders interested in rehabilitation, sport, and mental health.



## 2.4 Maintenance and Updates

The RESTART project webpage is maintained as an internal section of the official website of Fundació Hospitalàries Sant Boi. Its maintenance and content updates are embedded within the foundation's broader communication and digital strategy, ensuring consistency with institutional standards and long-term visibility.

### Content update schedule and frequency:

- Updates are published in connection with major project milestones, such as the organisation of workshops, transnational meetings, or the production of relevant dissemination materials.
- To date, the page has been updated following the two international workshops held within the project, including the addition of photographs, videos, presentations, and descriptions of the events.
- While there is no fixed publication calendar (e.g. monthly updates), the communication team ensures that all significant events and materials are documented and made publicly available in a timely manner.
- The multilingual content (Catalan, Spanish, and English) is generally updated in parallel to maintain consistency across all language versions.

### Responsibilities for website maintenance:

- Content management (texts, media uploads, translations) is coordinated by the Communication and Research Department of Fundació Hospitalàries Sant Boi, in collaboration with the project coordination team.
- Technical maintenance and structural updates (layout, menu configuration, file uploads) are carried out by the institution's internal IT/web team, ensuring integration within the foundation's secure web environment.
- All updates comply with the foundation's internal communication protocols and data protection standards.

### Sustainability and long-term access:

- As part of an institutional website, the RESTART project page will remain publicly accessible beyond the end of the EU funding period, ensuring continued visibility of its outputs.
- This integration supports the sustainability of dissemination efforts, allowing stakeholders and professionals to access project results and materials over time.

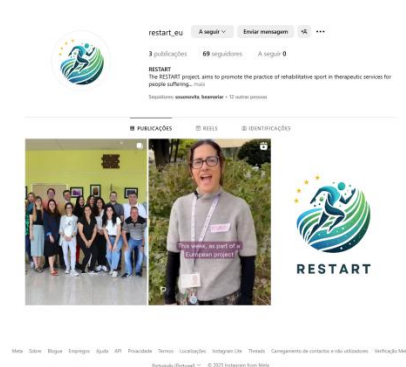
## 3.Instagram Profile

### 3.1 Access and URL

We chose the Instagram as main social media format because what thought as one of the most popular app with 311 million users on Europe, and unlike Facebook, these platform as an increase in young followers and those who are seen as target groups for the project, like health and sport professionals, researchers, people suffering from addictions and the general population.

With this page the main goal was to promote the activities and development of the Restart project, as well to raising awareness around addiction and engage the local, national and European community on this theme. The web page was launch on 1st of April 2025

The username of our Instagram page was named restart\_eu, this name was proposed so those who searched for it could easily identify the project and also associate the project with the European Union, the access is available via app and web: [https://www.instagram.com/restart\\_eu/](https://www.instagram.com/restart_eu/) is compatible with Android, IOS, Windows, HiSuite and compatible with standard web browsers (Chrome, Firefox, Edge, Safari).

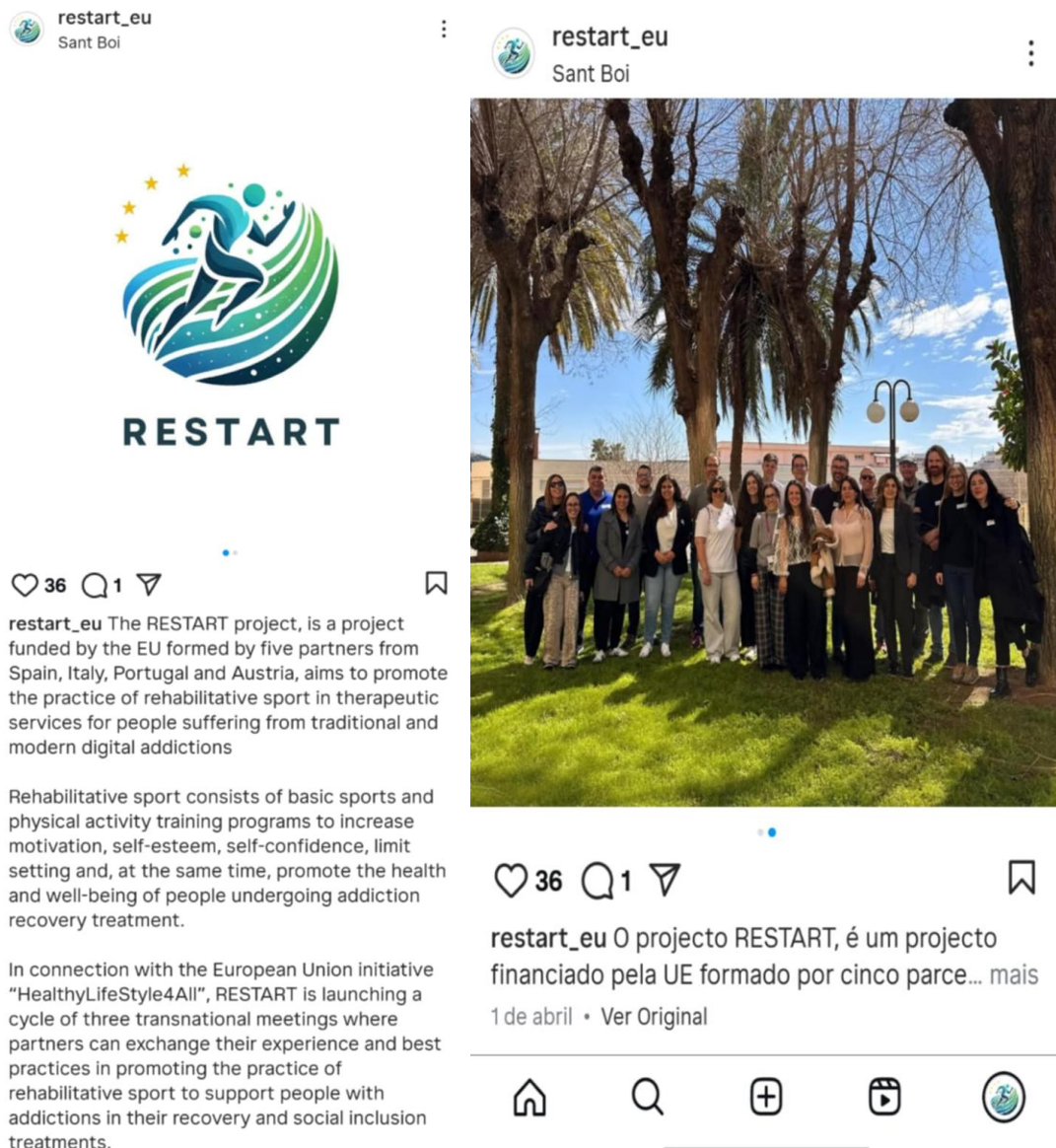






## 3.2 Content Strategy

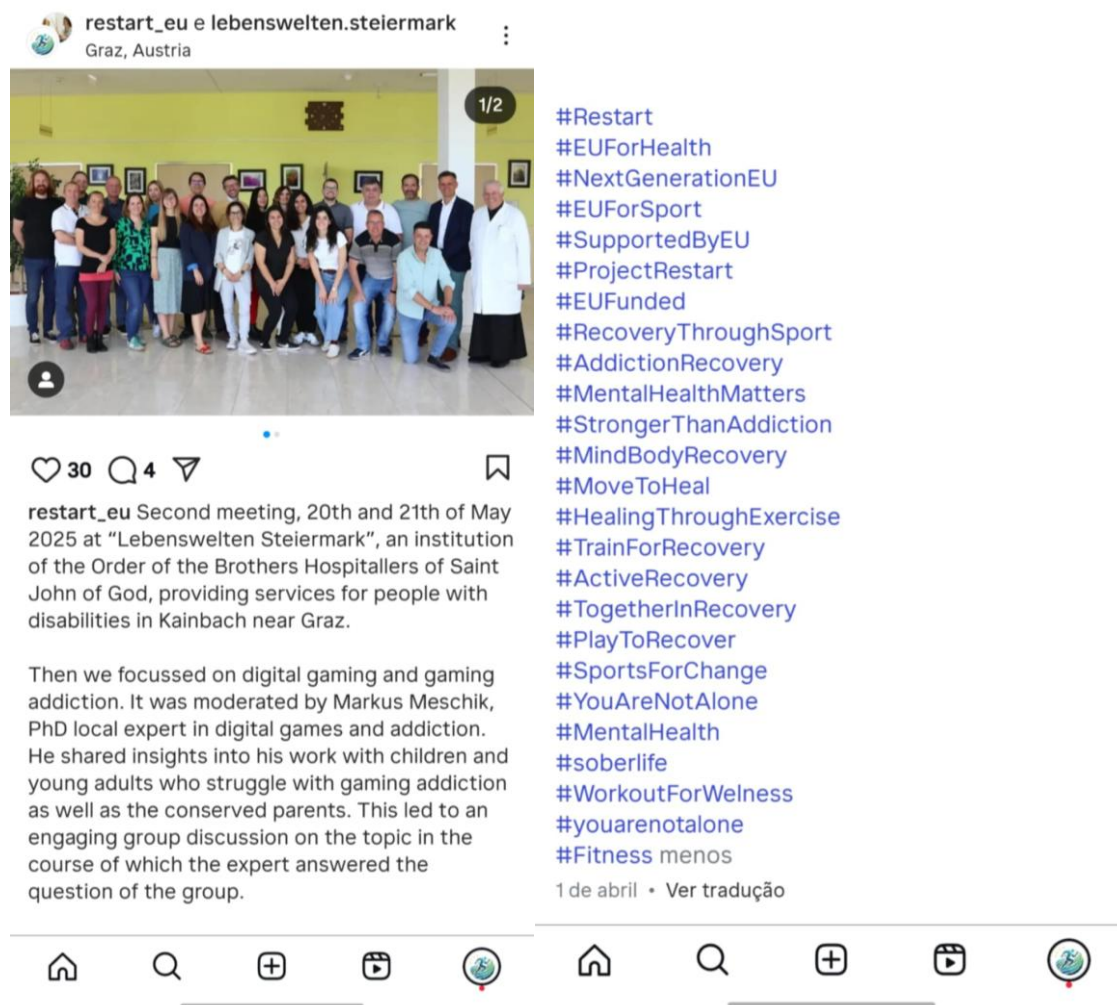
The content posted on the Instagram page, is based on the same posts on the website, so we can have coherent web activity and information dissemination. The first post in social media had the aim the introduction of the project, the presentation of goals and the EU support and also presents the Restart team. The next post had the purpose to report the development of the project. The posts were presented on a dynamic way with images of the logo, photos of the team meetings and informative reels.





### 3.3 Engagement & Performance

The performance of the Instagram page has been positive, we currently around 70 followers and around 100 likes and interactions. To increase the visibility of the page and posts we have been tagging our partners on the posts who also share them and the page. We also resort to the use of hashtags to bring more visibility of the post on the target groups using the following ones: #TrainForRecovery #FromAddictionToStrength #FitMindFitBody #HealingThroughFitness #PlayToRecover #AddictionRecovery #ActiveRecovery #MoveToHeal #MindBodyRecovery #CleanAndSober #MentalHealthMatters #EUForSport #TrainForLife #WorkoutForWellness #SweatTherapy #SupportedByEU #StrongerTogether #TherapeuticMovement #RecoverySupportNetwork #YouAreNotAlone #RestartWithSport #TogetherInRecovery #ProjectRestart #BodyMindRecovery #Fitness #MentalHealth #ExerciselsMedicine #SoberLife #StrongerThanAddiction #EUFunded #SportsInRecovery #SoberLiving #NextGenerationEU #EUForHealth #ExerciselsTherapy #RiseAboveAddiction #RecoveryCommunity #HealingThroughExercise #RecoveryThroughSport #RestartRecovery #ActiveSoberLife #RecoveryJourney #MoveToHeal #SportsForChange





## 4. Conclusion

The communication strategy developed for the RESTART project has successfully laid the foundation for broad visibility and stakeholder engagement, supporting the overall objectives of promoting rehabilitative sport in addiction recovery contexts. Through the integration of a multilingual project webpage within the institutional website of Fundació Hospitalàries Sant Boi and the creation of a dedicated Instagram profile, the project has established a stable and accessible digital presence.

In conclusion, the RESTART project's communication actions serve as an important tool for promoting the use of sport and physical activity in the treatment and rehabilitation of all types of addiction, including both substance-related and behavioural. By combining institutional platforms with dynamic social media channels, the project has become more visible, engaged diverse audiences (including its target groups) and shared evidence-based practices across borders.

### **Initial Impact Assessment**

Initial outcomes suggest that the website has effectively functioned as a central hub for disseminating project information, documenting activities (such as the international workshops), and sharing resources among partners and stakeholders. The availability of content in Catalan, Spanish, and English has significantly enhanced accessibility for the project's transnational audience.

The RESTART website provides structured, accessible and regularly updated content about the project, its goals, events, and outcomes. In parallel, the Instagram profile has become a dynamic and community-driven space that documents the project's evolution, raises awareness on addiction-related issues, and fosters connections between health and sport professionals, institutions, and members of the public committed to recovery and mental well-being.

Although detailed web and social media analytics are not yet available, qualitative indicators such as user feedback and event participation point to a positive reception and impact across platforms.

### **Key Lessons and Improvement Areas**

The experience to date highlights several strengths, such as the value of embedding the webpage within the institutional infrastructure of the coordinating entity—ensuring technical reliability, compliance with data protection standards, and long-term accessibility. As the communication strategy continues to evolve, there is potential to enhance certain aspects such as mobile responsiveness and accessibility of the website, adopting a more regular rhythm of content updates, gradually introducing more interactive formats on social media (such as reels or polls), and encouraging cross-promotion across partner channels. These are natural areas for refinement in the ongoing development of a dynamic and participatory communication approach.

### **Next Communication Steps Planned**

Looking ahead, the communication team plans to strengthen the social media strategy by publishing regular updates, showcasing partner activities, and featuring testimonials from participants involved in rehabilitative sport programmes. Additional resources—such as toolkits,



videos, and guides—will be added to the website to support knowledge transfer. A mid-term communication evaluation is also planned, which will incorporate analytics from both the website and Instagram to assess reach, engagement, and user behaviour. This evaluation will guide the refinement of future actions, ensuring that communication efforts remain aligned with project goals and stakeholder needs.

### **Final Remarks**

In summary, the RESTART project demonstrates a coherent and evolving communication approach, combining institutional web infrastructure with social media engagement. The initial implementation has produced positive results, and planned improvements reflect a commitment to continuous enhancement. This strategy contributes not only to the dissemination of project results, but also to the broader objective of raising awareness on the role of sport in addiction recovery across Europe.